

# The Union Shoe Co.

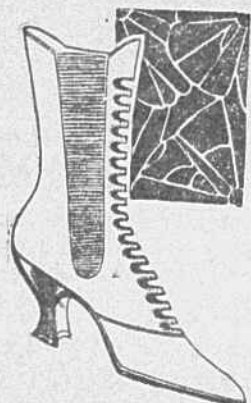
206 WEST MAIN STREET

CLARKSBURG, W. VA.

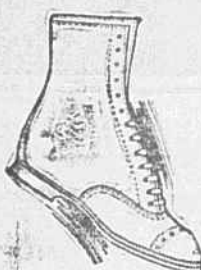
## Fall Opening SALE!

Scanning the horizon of Fashion for pre-advanced Shoe Styles, just as soon as a new style-theme looms up on the horizon of Fashion, we get word of it by letter, telegraph or cable. Our representatives in the shoe market keep us in close touch with the last minute styles in shoes.

### Fashion \$3.95



The new lines of our novelty Shoes for Fall heighten the gracefulness of the already trim ankle and lend a nicety of "expression" that harmonizes happily with smart fashion dress. Shoes in two-tone effects, Havana Brown, Tan Patent and Kid leathers, with combination tops and Battleship Gray. \$8.00 and \$10.00 values. Fall Opening Sale \$3.95.



UNION SPECIAL FOR WOMEN

\$2.45

A Shoe built expressly for our own individual trade. Come in Gum Metal, Patent and Vici Kid leathers, Kid or Cloth Top, button or lace styles, low or high heels. A \$3.00 value. Fall Opening Sale \$2.45.

\$1.95

Our Special Feature A complete stock of Women's Shoes at \$1.95. Come in all leathers, all styles, all sizes. A \$3.00 value. \$1.95.



### Girls' School Shoes



\$1.95

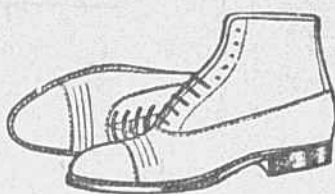
Come in Tan, Patent with Kid or Cloth top, Gum Metal and Vici Kid Leathers, button or lace styles. A good \$2.50 value. Fall Opening Price \$1.95.

\$1.48, 98c

School Shoes, come in all leathers, all styles, all sizes. \$1.50 and \$2.00 values. Fall Opening Price, \$1.48 and 98c



### Men's Fall Shoes \$2.95, \$3.45



Come in Tan, Gum Metal and Vici Kid leathers, made on the English, medium and break toe lasts. Button or lace styles. \$4.00, \$5.00 and \$6.00 values. Fall Opening Sale \$3.45 and \$2.95.

\$2.45



Just received, 200 pairs of Men's Gum Metal, Bluechers, Goodyear Welt Shoes. A good \$3.00 value. Fall Opening Price \$2.45.



Men's Shoes \$1.89

We specialize in Men's medium weight Dress Shoes in button and lace styles, in heavy, medium and light weight Work Shoes. A good \$3.00 value. Fall Opening Price \$1.89.

### Boys' School Shoes

\$2.45, \$1.95 \$1.48

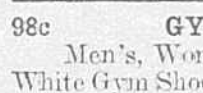
Come in all leathers, all styles, all sizes. \$3.50, \$3.00 and \$2.50 values. Fall Opening Price \$2.45, \$1.95 and \$1.48.

HEADQUARTERS FOR GYM SHOES



49c

Men's, Women's, Boys' and Girls' Tennis Oxfords, Black or White, Special \$49c



98c GYM SHOES 98c Men's, Women's, Boys' and Girls' White Gym Shoes, \$1.50 values. \$98c



## Fall Fashions in Footwear

When those who ordain the fashions on men's shoes characterize the season's styles as being strictly conservative it leaves the chronicler beggared for material on which to present a detailed article on men's footwear fashions. At best, men's shoes offer little in the way of description, but for the past two seasons wider latitude has been offered because of the fanciful effects in vogue. Colored fabric tops, ornamental buttons, varicolored leathers, etc., presented something new to talk about and elaborate upon. But now comes a reaction to conservatism, robbing us of all opportunity to make a description of the styles anything but uninterestingly commonplace. This article then must claim for its only virtue the fact that it reflects the true condition—not much to talk about, hence not much said.

When it is said styles are extremely conservative, we know immediately that means shoes for men will be in shades of two colors, either black or tan, with shade variations of the latter; we know that shoes will be either laced or buttoned effects and if the edicts of severe plainness are carried out we can expect to see few colored tops, fancy buttons, trimmed effects or decorative details. However, this fashion is not imposed upon us with malice aforethought. It is the development of a critical situation. Leathers have advanced in price by leaps and bounds, colored fabrics for shoe tops have also reached a pinnacle price and the cost of dye stuffs has soared as to bring the price of the ordinary shoe up to a figure that few men will appropriate for a pair of shoes. The Mrs., of course, must have her sev-

eral pairs of shoes—a pair to match each gown—and they come higher than ever, both in price and altitude—price no consideration, and as a "merciful Providence" tempers the wind to the shoe maker, so have the fashion authorities made effort to balance things by decreeing styles for men that will permit them to "get out from under" on the season's outlay for the family footwear. About the only relief from strict plainness offered in men's footwear is a fair amount of fanciful perforations, wide wing tips and ornamental foxings. However, the majority of styles even in the highest priced makes adhere uncompromisingly to "severe plainness." Heels are about the same as last year. Blind eyelets are shown somewhat. The pre-cede toe is a little narrower than last

winter's preference. The height of the shoe remains about the same.

Laced effects are vastly more favored than the buttoned shoes, except for dress wear, then the buttoned styles are considered best. For dancing, patent leather pumps have the call. Tans are increasing in popularity in all shades, from the rich oxbloods to the light champagnes. The most favored shade, however, is a medium russet brown. As we hinted at the opening of this article cloth tops will not be so widely worn as last winter and spats hardly at all. In some of the extreme lines where fabric tops are maintained as a compromise to the ultra dresser, these fabrics are mostly Oxford greys with the black leathers and chocolate brown with the tan leathers.



## Footwear which delineates the latest styles

By Dorothy Dale

Do you know how to walk? Perhaps you do. To walk correctly you should swing your leg from the hip and not from the knee, and breathe deeply. If you hold your chest up, you will not complain of an increasing girth of the waistline.

Physical culturists maintain that one cause of women having large hips is because of their narrow high heeled shoes, and the habit of toeing out. This throws the center of gravity of the foot on the side of the heel, when it should be on the ball of the foot, with the result that the strain is thrown on the wrong muscles and a poorly developed figure results. Wherefore it is best to select your footwear so that the center of gravity falls on the ball of the foot.

Covering for the feet was very early recognized by savage tribes and probably originated to protect the feet against the burning sands, or in other climates from the rough forest paths.

Never before has there been such a display of new footwear styles. The host of various styles for different occasions is so complete that it is only a matter of selecting proper models, for the late arrivals can easily be distinguished at a glance.

The height of shoes is determined by the fugitive hem of the skirt. The average height is from 7 to 8 inches, but then they may soar upward to even 10 and 10 1/2.

Indeed button boots are in the zenith of their popularity, for wherever cloth toppings are employed buttons are required. The higher boots fit the foot more trimly when laced. Lace pattern boots are used mostly for sport wear

and walking purposes. There is a consensus of opinion that dark shades will have a strong call in bootdom.

Black is good, better or best, and no wardrobe is complete without one pair of black boots. Shoes and gloves match. Brown and gray shades vie with castor, mahogany brown and wine colored Russian calf.

Bronze kid lace boots with perforated vamp are an item worth mentioning. Bronze in one-toned and combinations are still considered ultra high style.

Few women in other countries can rival the American woman in her small and daintily formed feet. A boot that shoes the foot off to good advantage is of dull black leather with patent leather diamond cut straps for the vamp.

A boot with two-tone effect which has the back and heel of tan and the vamp of black is classed as another novelty. A dress boot of white buck has green kid top vamp and foxing, with perforations to show the white through the openings.

Cuban, Louis and half Louis heels are noted on the majority of boots. A new heel is of leather with colored ivoryoid base.

"Half and half" are high shoes that come in tan and gray. They lace half way up. The upper part of the boot is fastened like a legging and laps over to the outer side of the boot and fastens with a strap and buckle that goes half way round the leg.

Polka dot, checked cloth, or pepper and salt mixtures over gum metal vamps are both high laced and buttoned and of a cut imitable. Of exceeding smartness are patent leather vamps with moire silk garter tops.

Ultra stylish shoes have toppings of buck, either to match the vamp or in contrasting colors. White top shoes with black or colored vamps have not been ousted from popular partiality.

For those who incline to extreme styles, fashion has many surprises up her sleeve. One is a boot with top of wide alternating stripes with striped wooden covered heel to match.

For dressy wear a high white boot adorns itself with a black beaded top. Another boot has the whole length of the front cut out, freeing the lower part of the leg and the arch of the foot.

For evening wear high satin boots matching the costume without ornamentation, relying on workmanship and fit for recommendation, have buttons matching the satin. These boots usually are worn in colors matching the costume.

Gold and silver slippers continue to be foremost for evening, as they harmonize well with every shade. Beaded slippers and slippers with rhinestone buckles give an added bit of elegance to the gown.

Ivory kid slippers, plain or in combination with bronze or other colors, are very handsome. Many a low shoe blooms with hand painted flowers, and one who is at all delft with the brush can decorate her own footwear.

Quite feminine are the strap slippers sometimes straight or crossed over the instep, which gives support to the ankle when dancing.

One of the most important details in the proper care of shoes is the use of shoe trees. Shoe trees are really shoe insurance, for our shoes last longer and give better satisfaction when trees are inserted when not in use.

Children should be trained to use shoe trees just as they are taught to keep their clothes in order. Trees can be purchased as low as 10c a pair.

### HOSIERY

The productions in American hosiery show us there are few things that cannot be produced in this country as well as in foreign countries. The only possible improvement in plain silk stockings was in the variety of color, and now nearly any shade can be matched without trouble.

The woman who desires to be correct from head to heel will find many oddities have been introduced. Changeable silk, drop stitch, clocks, stripes, plaids and omnipresent dots are all identified with this season's dictates. Changeable stockings have the black or color beginning at the foot and fading into white at the top.

Narrow black and white stripes arranged up and down are shown in other models. Another design has two-inch white, black and white rings around the legs. Mosaic effects composed of groups of narrow stripes running in different directions have answered to the call for something unusual.

Stockings with contrasting clocks, with lace inserts, embroidered with birds, flowers or butterflies, all over lace stockings of gossamer sheerness are desirable for wear with evening gowns.

For outdoor sports Scotch wool sport stockings, hand knit in Scotland, have attractive patterns in yellow, green, blue and other colors on white, but these are also to be had in plain white ribbed. Extra heavy quality silk stockings come in vivid colors for the skating devotee.

There have been a number of garter-proof stocking devices shown from time to time, but none of them have the merit of the new stockings, which have six strong buttonholes worked on a tape foundation in the top of the stocking. An excellent point is that the garter cannot work loose from the stocking, nor is it held either too loosely or too tightly, as any stretching is prevented by the tape.

# The Union Shoe Co.

206 W. MAIN STREET

CLARKSBURG, W. VA.

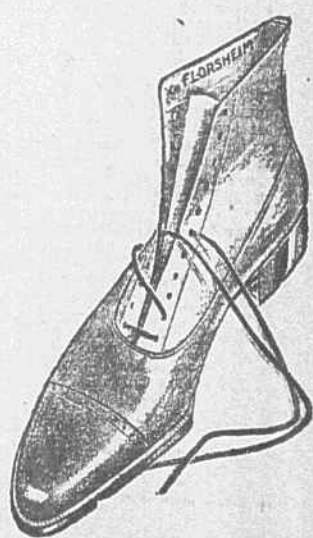
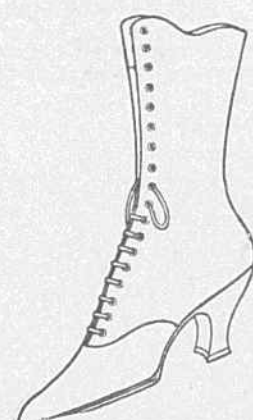
## Delightful Fall Footery

Here you will find beautiful new Autumn Patterns. For grace and beauty of quality Boots you do not have to look beyond this store. For style and originality we are willing that you be the judge.

We are showing a large variety of styles and leathers from the conservative to the extreme.

We specialize in May Manton Shoes for women and the Florsheim Shoe for the man who cares.

Our newest Fashions in Shoes for both men and women possess exclusive and delightful characteristics. Each model has the correct and smart appearance demanded by all.



## SPEARS SHOE CO. 4th Street